

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

2015/2016 SESSION

BMR2034 – RESEARCH METHODS FOR MARKETING
(All sections / Groups)

6th OCTOBER 2015
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 page with 5 Questions only.
2. Attempt **ALL Questions**. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

“If there is no problem, there is no research”. Do you agree with this statement? Explain your answer using appropriate example.

(20 marks)

QUESTION 2

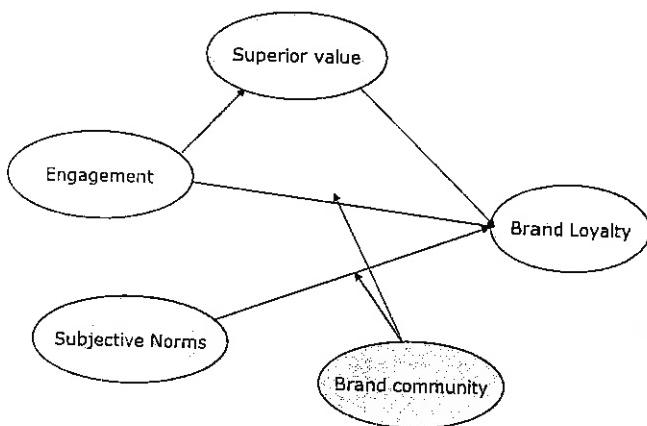
Using appropriate examples, explain the meaning of basic and applied research.

(20 marks)

QUESTION 3

Theory plays an important role in research. Briefly discuss FIVE points that relate to this argument.

(20 marks)

QUESTION 4

Based on the illustration above,

- Identify and list the dependent variable(s), independent variable(s), moderating variable(s) and mediating variables. (5 marks)
- Write ALL possible H null and alternative hypothesis of the model above (15 marks)

(Total: 20 Marks)

Continued...

QUESTION 5

You are given a result from an analysis as presented below. Interpret the results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.773 ^a	.597	.596	.40307	.597	323.611	1	218	.000	1.397	

a Predictors: (Constant), ATTMean

b Dependent Variable: INTMean

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.575	1	52.575	323.611
	Residual	35.417	218	.162	
	Total	87.992	219		

a Dependent Variable: INTMean

b Predictors: (Constant), ATTMean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error				Lower Bound	Upper Bound	
1	(Constant)	.891	.165	5.400	.000	.566	1.217	
	ATTMean	.769	.043	.773	17.989	.000	.684	.853

a Dependent Variable: INTMean

(20 marks)

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